DOCUMENT RESUME

ED 113 607 CE 005 361

TITLE	Priority: Obtaining Accurate Information Concerning Placement and Follow-Up of Program Completions in Vocational Education at All Levels. Activities: Strategies for a Placement Service at the LEA Community Level through the Development of a Model Follow-Up Instrument and Computerized Procedure Applicable to High or Post-High Utilization.
INSTITUTION	Vincennes Univ., Ind.
SPONS AGENCY	Indiana State Board of Vocational Education, Indianapolis.
REPORT NO	VT-102-195
PUB DATE	31 May 75
NOTE	29p.
EDRS PRICE	MF-$0.76 HC-$1.95 Plus Postage
DESCRIPTORS	Computer Programs; Data Collection; *Followup Studies; Graduate Surveys; Guidelines; High School Graduates; *Information Systems; *Job Placement; *Models; Systems Approach; Vocational Education; *Vocational Followup
IDENTIFIERS	Indiana

ABSTRACT

The objective of the project was to provide the guidelines and format for a procedure that could be used for assessing the placement and followup of vocational graduates. A model for obtaining accurate feedback as to the kinds of success graduates are having in the world of work was developed. The survey instrument used for collecting data was field tested at three different settings within the State of Indiana. A computer program was written for retrieving the data in a meaningful format. A total of 536 graduates in 29 career division programs were surveyed. The survey provided information on the number of occupational graduates that had secured employment, the number employed, number continuing their education, number who could not be located, and a salary range for those graduates that were employed. (VA)

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ED113607

(SBVTE - Project No. 28-74-C-10)

PRIORITY- OBTAINING ACCURATE INFORMATION CONCERNING PLACEMENT AND FOLLOW-UP OF PROGRAM COMPLETIONS IN VOCATIONAL EDUCATION AT ALL LEVELS - ACTIVITY - STRATEGIES FOR A PLACEMENT SERVICE AT THE LEA COMMUNITY LEVEL - THROUGH THE DEVELOPMENT OF A MODEL FOLLOW-UP INSTRUMENT AND COMPUTERIZED PROCEDURE APPLICABLE TO HIGH OR POST-HIGH UTILIZATION

(VT-102-195)

"This Project was developed under a grant from the Indiana State Board of Vocational and Technical Education, in cooperation with Placement Bureau, Vincennes University, Vincennes, Indiana

CE005361

Gordon A. Goodman, Director
Placement Bureau
Vincennes University
Vincennes, Indiana

FINAL REPORT

TITLE OF REPORT

PRIORITY - OBTAINING ACCURATE INFORMATION CONCERNING PLACEMENT AND FOLLOW-UP OF PROGRAM COMPLETIONS IN VOCATIONAL EDUCATION AT ALL LEVELS - ACTIVITY - STRATEGIES FOR A PLACEMENT SERVICE AT THE LEA - COMMUNITY LEVEL - THROUGH THE DEVELOPMENT OF A MODEL FOLLOW-UP INSTRUMENT AND COMPUTERIZED PROCEDURE APPLICABLE TO HIGH OR POST-HIGH UTILIZATION

Gordon A. Goodman

Project No. 28-74-C-10

Vincennes University

Vincennes, Indiana

May 31, 1975

State Board of
Vocational and Technical Education
Department of Public Instruction
Division of Vocational Education
State of Indiana

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One set of stacked keypunch cards, one computer tape furnished to SBVTE.

INFORMATION SHEET

A. Kind of Project: (check one)

1 ____	Experimental	4 X	Demonstration
2 ____	Developmental	5 ____	Evaluative
3 ____	Pilot	6 ____	Exemplary

B. Population

TYPE		Numbers	
A	Disadvantaged	A	
B	Handicapped	B	
C	Migrant	C	
D	Minority	D	
E	Combination of the above	E	X (Ultimately benefit vocational graduates of the two-year post secondary level and high school level throughout state)
F	Other _____	F	X

GROUP			
1	Pre-school	1	
2	Elementary	2	
3	Junior High School	3	
4	Middle School	4	
5	Senior High School	5	X
6	Post Secondary	6	X
7	Adult	7	
8	University	8	X
9	Employer	9	
10	Employee	10	
11	Citizens	11	
12	Parents	12	
13	Combination of the above _____	13	X

LOCALITY (check the one which encompasses the locality involved)

a	National	a	
b	State	b	X
c	Region	c	
d	District	d	
e	County	e	
f	Area	f	X
g	Community	g	
h	School Corporation (LEA)	h	

FINAL ABSTRACT

Project # 28-74-C-10

TITLE: Priority: Obtaining accurate information concerning placement and follow-up of program completions in vocational education at all levels - activity - strategies for a placement service at the LEA-Community Level - through the development of Model Follow-Up Instrument and computerized procedure.

DIRECTOR: Gordon A. Goodman, Director Placement Bureau

AGENCY: Vincennes University, 1002 North First St., Vincennes, IN 47591

STATEMENT OF THE PROBLEM: The purpose of the project is to permit the Vincennes University Placement Bureau to validate a comprehensive model follow-up instrument for use at the high and post high level and to develop a procedure which will tie the instrument in with a computer program.

This will provide the procedures to do follow-up, develop the instrument involved and provide a computer program which will retrieve the data in a meaningful format and aid in institutional and program accountability. This will be made available to the state.

SCOPE OF THE STUDY: The Placement Bureau will cooperate with the University Career Division in planning a follow-up study of each year's graduates.

The Placement Director with computer service assistance has compiled the information and prepared the report and summarization of the information.

Through these efforts a reliable valid instrument that has been "field tested" in three different high schools within Indiana has been developed. Information received by use of this instrument has been computerized and a print-out of desired information is available.

The highlights of the findings reflect the answers that we seeked by development of this instrument. We are able to ascertain the number of occupational graduates that have secured employment, the number unemployed, number continuing their education, number we were unable to locate and a salary range for those graduates who have secured employment, plus a grand mean or average salary for the Career Division, considering all departments.

It is recommended that the same study be made for the 1975 graduating class and each year thereafter. Comparisons between years will be made and inferences drawn.

This strategy can be replicated in other LEA's at a minimum cost possible to serve the needs of the LEA graduates.

IV. STATEMENT OF THE PROBLEM:

The purpose of the project is to permit the Vincennes University Placement Bureau to validate a comprehensive model follow-up instrument for use at the high and post high level and to develop a procedure which will tie the instrument in with a computer program.

This will provide the procedures to do follow-up, develop the instrument involved and provide a computer program which will retrieve the data in a meaningful format and aid in institutional and program accountability. This will be made available to the state.

V. PRIORITY AREA:

The stated state priority for which this proposal was requested and to which the project addresses itself is as follows:

PRIORITY: OBTAINING ACCURATE INFORMATION CONCERNING PLACEMENT AND FOLLOW-UP OF PROGRAM COMPLETIONS IN VOCATIONAL EDUCATION PROGRAMS AT ALL LEVELS

In this technological age, more and more LEA's are using computer services in instruction and related areas. With a computerized system and a program written to quantify the data from the follow-up of graduates, it will be possible to report out descriptive factors concerning the graduates of institutions (whether high or post high) and if the computer program uses the COBOL language, it will have readily transferable use and value to other institutions - any high school or college, or any institution can use the model by putting results in and getting back data needed on their graduates.

In this manner, the project will provide a real resource for some institutions which do not have computer personnel to write programs or who do not have research personnel available to develop follow-up instruments.

VI. STRATEGIES USED TO ACCOMPLISH THESE OBJECTIVES ARE AS FOLLOWS:

The objective of this project is to provide the guidelines and format for a replicable procedure for assessing the placement and follow-up of vocational graduates of the two-year, post-secondary level and high school level through the establishment of a model follow-up instrument and computerized procedure.

The model is to be of reasonable cost, clearly demonstrable of the concepts and strategies involved in providing comprehensive placement follow-up to high and post-high school vocational graduates and responsive to the characteristics and abilities possessed by personnel currently staffing such placement bureaus.

PROCEDURES:

1. The Placement Bureau will cooperate with the University Career Division in planning a follow-up study of each years' graduates. Each chairperson of the 34 career departments will write a cover letter to each graduate of their program. This letter will also contain a short card form asking that the graduate complete the card and return the completed card to the department chairperson. A pre-addressed, postage-paid envelope will be furnished with the original cover letter and questionnaire card. The questionnaire card will request the following information:

Graduates name
Present address
Permanent address (someone who will always know your location)
Present employer
Address
Job classification
Approximate salary (hourly, weekly, monthly, yearly)
Are you seeking other employment?
Miscellaneous comments

2. The department chairperson upon receipt of the card will take pertinent information for his own files and then forward the card to the Placement Bureau.

3. The Placement Director and an intern with computer service assistance will compile the information and prepare a report giving the following information:

Graduates name
Address
Major area of study
Working (full - or - part-time)
Continuing Education (full - or - part-time)
Location (company name and address or school)
Unemployed

4. A summary will be prepared by the director with the assistance of an intern and the computer services. The summary will give information on the population of the study. Methods of obtaining names and addresses will be given plus procedures used in collecting and compiling the information. A tabulation will be included giving the following information:

Percent of response
Major area of study
Number employed
Number unemployed
Number who are full-time students
Number on which no information was available
Total number in program
Salary range (lowest and highest salary reported)
Average salary
Grand mean (average salary for career division - considering all departments)

A copy of the instrument, report of the project findings, statement of procedures of the follow-up, written instruction manual, and one set of stacked keypunch cards will be provided to the SBVTE for dissemination, and a computer tape.

Project evaluation will be performed. The time schedule is from June 1, 1974 to May 31, 1975 as per the stated requirements by the SBVTE.

Project initiation is June 1, 1974.

Publication and dissemination of project results - project completion - May 31, 1975.

VII. ANALYSIS

A. Research methods involved a series of steps utilized to secure the information needed.

Step 1. Determine make-up of population to be studied. Our population consisted of 536 occupational graduates of Vincennes University, Spring, 1974.

Step 2. Secure a listing of names and last known addresses for the population. This information was developed from a cross reference from the University Office of Records and Admissions and the Placement Bureau Index.

Step 3. Compose a cover letter. The lead teacher of each occupational area wrote and signed a letter to their graduates. (See Appendix A)

Step 4. Prepare the questionnaire. Our questionnaire requested the following information:

Graduates name
Present address
Permanent address (someone who will always know your location)
Present employer
Address
Job classification
Approximate salary (hourly-weekly-monthly-yearly)
Are you seeking other employment?
Miscellaneous comments

(See Appendix B)

Step 5. Addressing and mailing of cover letter and questionnaire card. Included with these two items was a pre-paid, pre-addressed envelope in which to return the completed questionnaire.

(See Appendix C)

Step 6. Information must be carefully recorded as the questionnaire cards are returned. For our study we recorded the following information:

Graduates name
Address
Major area of study
Working (full - or - part-time)
Location (company name and address or school)
Unemployed

(See Appendix D)

A summary will be prepared by the director with the assistance of an intern and the computer services. The summary will give information on the population of the study. Methods of obtaining names and addresses will be given plus procedures used in collecting and compiling the information. A tabulation will be included giving the following information.

Percent of response
Major area of study
Number of employed
Number who are full-time students
Number on which no information was available

Total number in program
Salary range (lowest and highest salary reported)
Average salary
Grand mean (average salary for career division - considering all departments) (See Appendix E)

Step 7. Multiple mailings. In order to receive a significant number of replies multiple mailings will usually have to be made. In our case we made three (3) mailings approximately two (2) weeks apart, June 15, July 1 and July 17, 1974. If at all feasible these mailings should be followed up by a telephone survey to the non-respondents. Our office made considerable use of the telephone during the last of July and early August. Suvon and Wats lines were used whenever possible. All of these combined efforts resulted in a 97.6% rate of return on the total population.

VIII. FINDINGS

A. After a careful analysis and study of the information received the findings must be presented in a form that will be concise, correct, and readable to the users.

We chose a one page tabulation to present our findings. The tabulation consisted of eight (8) columns. Column one (1) listed the occupational areas in alphabetical order. Column two (2) had the heading of employed - column three (3) unemployed - column four (4) full time student - column five (5) no information available - column six (6) total number of graduates in program - column seven (7) salary range - and column eight (8) the average salary for that occupational area. The summarized information was then entered under these various categories. (See Appendix E)

At the bottom of the page, columnar totals were used and percentages were derived. At a glance the reader can see that 381/536 or 71.1% of the graduates were employed - 53/536 or 9.9% of the graduates were unemployed - 89/536 or 16.6% of the graduates were continuing their education and that 13/536 or 2.4% of the graduates did not respond to any of our efforts. (See Appendix E)

We were also able to report a Grand Mean salary for 29 occupational areas of seven thousand two-hundred and sixteen ($7,216) dollars. (See Appendix E)

In addition to the statistical presentation we included two pages of supplementary information discussing such items as the unusually high and low salaries, areas of high employability and reasons for wide variances or fluctuations. (See Appendix F)

This method of presenting the findings has proven to be quite popular with a large number of users. Our President has given copies of the findings to state legislators, our Board of Trustees and various state advisory committees. Our Admissions and Field Services Offices have duplicated the statistical part of the report to use in recruiting activities. The information has also been furnished to many high school counselors and vocational directors around the state.

This study has served many useful purposes and will continue to be a useful instrument in the future. Any secondary or post-secondary institution could use our instrument and should receive satisfactory results.

IX. EVALUATION

The major evaluation technique employed was a "field test" of the instrument. It was determined that in order to get a valid test we should try the instrument in three (3) different settings. We chose South Knox High School (a comprehensive high school), R.R.#3 Vincennes, Indiana, Central of Evansville (a vocational high school) 5400 First Avenue, Evansville, Indiana and North Lawrence Vocational Technical Center (an area vocational school), P.O. Box 759, Bedford, Indiana.

Names and addresses of these three schools, 1974 vocational graduates were obtained. A cover letter, questionnaire card and a pre-addressed, post-paid envelope was sent to each graduate. As the completed questionnaire cards were received they were sent to our computer center. The information from the cards

was entered into our computer using COBOL language (since most LEA's would have this capability) and our program is so written to give us a print-out of the requested information such as:

1) Occupational area
2) Employed
3) Unemployed
4) Full time student
5) No information available
6) Total number of graduates
7) Salary range
8) Average salary for the occupational area
9) Grand mean salary for all occupational areas.

In addition other information can be written into the program with a minimal amound of effort.

The field test evaluation was quite positive. We were able to prove to our own satisfaction that the instrument is valid, the procedures adequate and the results conclusive.

We feel that any LEA could follow our guidelines and get an accurate feedback as to the kinds of success their graduates are having in the world of work.

Another indirect means of evaluation was the widespread acceptance of our results by many people as outlined in the above discussion under "findings". Our President, Board of Trustees, Legislators, Admission Officers, Counselors, Vocational Directors, etc. have given us very positive feedback on our study. They have remarked favorably about the easy, concise tabulation and the positive image the study projects for our University.

X. CONCLUSIONS AND RECOMMENDATIONS

In our original request for funding we stated our purpose was to "validate a comprehensive model follow-up instrument for use at the high and post high level and to develop a procedure which will tie the instrument in with a computer program. The procedures will be provided to do a follow-up, develop the instrument involved and provide a computer program which will retrieve the data in a meaningful format and aid in institutional and program accountability. All this information will be made available to the state."

It is our feeling that we accomplished our stated objectives. We have developed a comprehensive follow-up instrument that can be used at either the high or post high level. We have written a computer program using COBOL language for maximum usuage by LEA's, and we have validated our instrument through "field tests" carried out in three different types of high schools within the State of Indiana.

A copy of the instrument, report of the project findings, statement of procedures of the follow-up, written instruction manual and one set of stacked keypunch cards and a computer tape will be provided to the SBVTE for dissemination.

FINANCIAL STATEMENT FOR FINAL REPORT ENDING May 31, 1975
(Date)

Project Number 28-74-C-10

ITEMS	Project Budget FY 19__		Total Expenditures on Project		End of Project Balance:	
	Agency	Federal	Agency	State/Federal	Agency	State/Federal
A. DIRECT EXPENDITURES						
1. Personnel		$10,000.00		$10,000.00		-0-
2. Contractual services		2,000.00		-0-		$2,000.00
3. Employee benefits		800.00		800.00		-0-
4. Travel		500.00		115.36		384.64
5. Supplies and materials		750.00		446.81		303.19
6. Communications (include phone calls, printing)		550.00		457.99		92.01
7. Properties (rentals or purchase of equip.)						
8. Facilities						
9. Product production and dissemination		4,000.00		3,604.81		395.19
10. Project Evaluation		400.00		-0-		400.00
B. INDIRECT EXPENDITURES	$2,584.00		$2,584.00		-0-	
C. TOTAL EXPENDITURES	$2,584.00	$19,000.00	$2,584.00	$15,424.97	-0-	$3,575.03

Orville Scribner
Project Monitor

Director: Gordon A. Goodman

LEA: Vincennes University, Vincennes, Indiana

81/41

APPENDIX A

COVER LETTER

July 17, 1974

The Data Processing Department is doing a follow-up survey, sort of "How Effective Were W ." You are our best source of feedback. If we do not change (improve) constantly, we may lose our effectiveness.

I must ask you to please take the time to complete the enclosed questionnaire.

Your personal suggestions on Data Processing trends could be of a tremendous value.

Sincerely,

James Horn, Chairman
Data Processing

dp

Enclosure

VINCENNES UNIVERSITY JUNIOR COLLEGE
VINCENNES, INDIANA 47591
Tel (812) 882-3750

APPENDIX B

QUESTIONNAIRE CARD

APPENDIX C

PRE-PAID, PRE-ADDRESSED ENVELOPE

APPENDIX D

INFORMATION RECORDED

NAME	ADDRESS	MAJOR AREA	Work		Cont. Ed.		LOCATION FIRM - SCHOOL	SALARY
			Full	Part	Full	Part		

APPENDIX E

SURVEY SUMMARY

	Employed	Unemployed	Full-time Student	No Info.	Total	Salary Range	Average Salary
Abstracting	6	0	0	0	6	6240-7800	7,020
Accounting	7	4	4	0	15	5928-9630	7,628
Auto Mechanics	27	2	4	0	33	4680-15,600	8,305
Flight	14	0	3	0	17	3900-11,076	7,316
Av. Maintenance	27	4	6	2	39	5512-14,000	8,129
Bowling Management	2	0	0	0	2	7800	7,800
Broadcasting	19	4	3	1	27	4160-9568	6,128
Bldg. Materials	13	0	3	0	16	4160-9360	7,116
Business	22	3	15	0	40	4600-13,000	7,169
Civil Engineering	7	0	2	0	9	5200-8400	6,734
Clerk Typist	4	1	0	0	5	4472-5200	4,770
Commercial Art	3	4	1	0	8	4160-7415	6,198
Data Processing	13	4	5	0	22	6500-12,958	7,906
Distributive Educ.	15	1	1	1	18	4160-10,400	6,217
Arch. Drafting	14	4	4	1	23	4160-14,248	7,915
Indus. Drafting	5	1	1	0	7	7072-8700	8,050
Electronics	22	2	4	1	29	5200-10,858	8,671
Food Service	5	1	1	0	7	7072-8700	7,866
Graphic Arts	12	1	0	0	13	4992-8320	6,569
Horticulture Tech.	9	0	4	0	13	3500-12,480	6,776
Journalism	1	0	4	0	5	- - - - - - - - - - -	
Law Enforcement	21	2	9	1	33	4800-12,376	7,842
LPN	15	4	2	2	23	4825-7176	5,864
Machine Trades	6	0	0	0	6	7280-17,680	10,476
Mental Health	5	1	0	1	7	6780-7320	7,050
Nursing	59	5	5	3	72	5200-10,400	7,932
Physical Therapy	9	0	0	0	9	4264-8600	7,137
Recreation	11	4	8	0	23	4160-15,600	6,130
Secretarial	8	1	0	0	9	4576-6474	5,353
Totals	381	53	89	13	536		
Per Cent	(71.1%)	(9.9%)	(16.6%)	(2.4%			

Total Return - 523/536 = 97.6%

Grand Mean - $7,216

APPENDIX F

MISCELLANEOUS INFORMATION

Salary information revealed a very wide margin of annual salaries received - a low of $3,500 to a high of $17,680. By way of explanation, the graduate receiving the $3,500 annual salary accepted a position on an apprenticeship basis. After a ninety-day training period the graduate's responsibility and salary will increase significantly. The area showing the largest average salary ($10,476) was Machine Trades. The salary range here was from $7,280-$17,680. We should, however, point out here that the graduates on the higher end of this scale are in some instances working a seven-day week. All other salaries in the survey are based on a forty (40) hour work week.

The average salary for every area provides comparative information. The reader is reminded that the extreme salaries, both high and low, and the number of salaries reported, strongly influence the recorded "average."

The grand mean for all graduates reported in this summary is seven thousand two hundred sixteen dollars ($7,216), compared with six thousand eight hundred seventy-four dollars ($6,874) last year (1973) -- an increase of three hundred forty-two dollars ($342).

A high percentage of career division graduates have been quite successful in securing employment. Some examples of high employability are:

1) All six (6) Abstracting graduates secured employment.

2) Thirteen (13) of the sixteen (16) Building Materials graduates reported employment. The remaining three (3) are continuing their education.

3) Seven (7) of the nine (9) Civil Engineering graduates reported employment. The remaining two (2) are continuing their education.

4) Twelve (12) of the thirteen (13) Graphic Arts graduates reported employment. One (1) reported unemployment.

5) Nine (9) of the thirteen (13) Horticulture Tech graduates reported employment. The remaining four (4) are continuing their education.

6) All six (6) Machine Trades graduates have reported employment.

7) All nine (9) of the Physical Therapy graduates have reported employment.

8) Eight (8) of the nine (9) Secretarial graduates have reported employment. One graduate has married and moved out of the State and is not presently seeking employment.

By way of summary, your attention is directed to the totals of the columns of the preceding tabulation. A total population of 536 graduates were surveyed which encompasses twenty-nine (29) career division programs. Of these 536 graduates, seventy-one point one per cent (381) reported full-time employment. Only nine point nine per cent (53) reported that they had not found employment. Sixteen point six per cent (89) reported that they were continuing their education.

The first mailing for the follow-up study was made on June 15, 1974, followed by a second mailing on July 1, 1974 and a final mailing on July 17, 1974. Telephone contact was used to supplement the mailings wherever applicable. Two point four per cent (13) graduates did not respond to any of the above efforts.

Respectfully submitted,

/s/ Gordon A. Goodman

Gordon A. Goodman, Director
Placement Bureau